



CUMBERLAND
PRIVATE WEALTH MANAGEMENT

October 19, 2006

Ontario Securities Commission
20 Queen Street West
Suite 1903, Box 55
Toronto, Ontario
M5H 3S8

Attn: John Stevenson

Dear Sirs:

This letter is in response to your request for comment regarding proposed national instrument 23-102 (the "Proposed Policy").

As a broker dealer registered with the Investment Dealer Association of Canada we appreciate being given the opportunity to comment on the Proposed Policy.

We currently provide discretionary investment management services to more than 850 families principally in Canada and have approximately \$2 billion in assets under management. While not a large participant, if you include the major financial institutions, we are a significant participant in our market of managing personal not institutional money.

Our principal concerns about the Proposed Policy relate to two areas (a) the definition of order execution services and research and (b) the additional disclosure requirements.

Turning to (a) we believe the definition of research is too narrow. We have experienced analysts in our organization doing indepth research on potential investee companies. What we need in order to determine what investments might be suitable for our client base is not someone else's opinion or prepackaged conclusion but rather the data necessary for us to come to our own conclusion. The current definitions of order execution services and research appear to limit unopiniated data to data than can be specifically related to the time period between making an investment or trading decision and the point at which the transaction is concluded.

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In our view this is not realistic. We have built sophisticated proprietary systems which allow us to take third party data feeds and convert that data to usable information to assist us in determining how best to invest client funds. This is for the benefit of clients and we believe data used in this way should be included as acceptable.

In so far as (b) is concerned, we believe that the proposed disclosure rules are far too onerous. We fully support disclosure to the clients of the nature of the arrangements, the names of dealers and third parties that provide the goods and services, the general nature of these goods and services and the aggregate annual cost of all such goods and services. Providing detailed disclosure to individual clients as suggested in the Proposed Policy in our view adds no meaningful disclosure to a retail client.

In addition when looked at from the point of view of value to an individual client in relation to the cost of providing the information to that client, there is a complete disconnect. Clients are interested in having their investment objectives met within risk tolerances to which they have agreed on a net basis (ie: after deducting all costs). We believe at least for our client base the additional disclosure has little or no value.

We hope these comments are helpful in your deliberations and would be pleased to participate further in the process.

Yours truly,

CUMBERLAND PRIVATE WEALTH MANAGEMENT INC.

A handwritten signature in black ink, appearing to read 'G.R. Cunningham', written in a cursive style.

Gordon R. Cunningham
President

GRC/amh